



# Ravifruit Australia Birthday Cake Competition

## Rules

From Wednesday 15<sup>th</sup> September 2021 until Friday 15<sup>th</sup> October 2021  
On our Ravifruit Australia Social media platforms:  
@ravifruitaustralia / @ravifruitapmea

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## Registration

Register to contest via:

<https://explore.kerry.com/ravifruit-birthday-cake-competition-australia.html>

Candidates will have to submit the following for registration:

- Name and Family name
- Email address
- Phone number
- Company name

**Registration is open from 15<sup>th</sup> September until 1<sup>st</sup> of October 2021.**

Open to Australian residents only.

## Submission of the concept

Once registered, entries are to be submitted by email to: [sarah.floriani@kerry.com](mailto:sarah.floriani@kerry.com)  
**no later than 8<sup>th</sup> October 2021.**

One candidate can propose only 1 concept.

The candidate must create a dessert based on the following criteria:

- The dessert must follow the theme: Birthday or Anniversary themed
- The dessert must contain at least one Ravifruit product

The applicant must supply the following elements and information for the submission to be deemed eligible:

- The name of the dessert
- A small description of the dessert and concept
- A photo of dessert
- A photo of dessert, cut.
- The recipe
- Mailing address (where the prize would be sent to)

If the participant is interested in being featured on social media along their creation, (during the judging period and after the contest), the below information is highly appreciated but **optional**:

- A headshot photo
- A small bio about him/herself ( 2/3 sentences max )
- Any IG/FB account or handle that we can use to tag him/her

## Ratings

The rating is based on 100 points, divided as follows:

Rating sheet		
<b>Theme</b> 10 points	Respect of the theme	/10
<b>Aesthetics</b> 50 points	Overall quality of the photo	/35
	Cut of the cake	/15
<b>Recipe concept</b> 40 points	Creativity of the concept	/20
	Ravifruit product content	/10
	Quality of the concept	/10
<b>Total</b>		/100

The decision of the jury is final.

## Prizes / Awards

**The winner will be announced and prizes awarded on 15<sup>th</sup> October at 5 pm Australia time** on Ravifruit and Mayers Fine Food social media pages. The winner will also be notified by email.

## Prizes

### Winner:

- \$500 AUD worth of Silikomart moulds.
  - o *Choices of moulds will be at the organiser's discretion or a voucher to be used within the available catalog in Australia will be provided. Note: there may be a delay in shipping items from Italy.*
- 1kg of each Ravifruit SKU available at Mayers Fine Food.
  - o *Winner will be notified of available SKU range they will be receiving, to the discretion of Mayers Fine Food and stock availability at the time winner is chosen.*

**1<sup>st</sup> Runner up:** Savour Store \$250.00 Voucher

**2<sup>nd</sup> Runner up:** Savour Store \$250.00 Voucher

**3<sup>rd</sup> Runner up:** Ravifruit goodies and kitchen accessories

Candidates commit to follow the rules, terms and conditions of the contest.

## General Terms and Conditions of the competition

Ravifruit, Mayers Fine Food, and its sub-distributors will not cover any ingredient costs to enter into the competition. This is at the choice of the entrant to cover their entry ingredients.

The candidate agrees upon entry to allow all photographs, recipes and videos of their desserts to be displayed on Ravifruit and Mayers Fine Food official social media pages as well as on all other marketing and advertising materials if chosen to be used.

The candidates shall not be entitled to any revenue in kind or monetary, including cash prizes instead of product. The Prize/s listed above are final.

Ravifruit reserves the right to change the terms and conditions at its discretion in case of unforeseen circumstances. Ravifruit can decide to cancel the competition at its own discretion, participants shall then be informed by email if such events occur.

Good luck to all!

Ravifruit & Mayers Fine Food.

For any queries: feel free to reach out to:

Sarah Floriani: [sarah.floriani@kerry.com](mailto:sarah.floriani@kerry.com)

Kiara Diestro: [kiara@mayers.com.au](mailto:kiara@mayers.com.au)